

Mail Prep and Entry Steering Committee

Notes from June 7, 2012 Meeting

Purpose and Objective of the Steering Committee

As defined by its members, the Charter of the Mail Prep and Entry Steering Committee is to identify and implement mail preparation & entry solutions to eliminate non-value added mailing requirements, increase efficiencies to contain costs and drive service improvements for the mailing industry and Postal Service.

A goal of the Committee is to assess and prioritize short-term solutions that can be implemented quickly, allowing for incremental changes; while also identifying and strategically considering forward-thinking, long-term solutions. However, the ultimate objective is to seek the most efficient, lowest combined cost solutions that will also lead to on-time service and overall customer satisfaction. The steering committee will serve as an overarching governing body to identify and gather feedback on opportunities to achieve these common objectives. To ensure a consistent methodology is applied when categorizing solutions, the Committee will evaluate ideas based on 3 primary criteria:

- The benefit (service, costs) to industry and the USPS
- The impact on industry and the USPS
- The level of effort (costs, time, software, etc) to implement solutions

Communication and Frequency of Meetings

The Steering Committee recognizes the criticality of communicating its progress and deliberations to keep all stakeholders informed of potential solutions and results. In the spirit of transparency and information sharing, the Committee will utilize multiple platforms to keep information flowing. After each meeting, information shared will be summarized and distributed to Committee members for their broader distribution. A distribution list will also be created for interested parties and informational communications will also be provided through the following venues:

- Industry/Mail Alerts
- Mail Pro
- Postal Customer Council (PCC)
- MTAC Mail Prep & Entry focus group and general session as appropriate
- Mailer Associations and/or other industry type conferences

Further, the Committee will strive to hold consistent meetings – *webinars every 3 weeks* on Tuesdays or Thursdays and an *onsite meeting quarterly to coincide with MTAC* (the Tuesday morning of MTAC, typically 8:00 a.m. – 12:00 p.m.).

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Ground Rules for Steering Committee Meetings

In order to ensure the effectiveness of the committee to accomplish its objectives, several ground rules, jointly defined by its members, have been established to guide discussions during meetings. The overarching key to productive discussions is for all participants to have an active role, leveraging the collective experience of its members. The committee is also committed to draw upon broader subject matter expertise to further define potential ideas and solutions well before a concept is codified.

Committee established ground rules include:

- Represent the broader constituent base, not individual
- No ideas dismissed or discounted without full opportunity for discussion or clarification – to include within and outside its members
- Evolve as needed – the committee is a work in progress, adapt as needed to ensure it stays true to its purpose and achieves overall objectives
- Encourage “out of the box” thinking
- Leave assumptions and biases at door – no quick judgments
- Employ strategic, critical thinking for planning – stay “out of the weeds”
- Active listening and participation
- Maintain focus on what is within scope of committee – move forward ideas to appropriate stakeholders when an initiative falls outside scope
- Focus on overall issues/ideas and allow pricing concepts to develop overtime
- Commitment by all members to share and gather information
- Transparency – communicate, communicate, communicate

Approach for Evaluating Ideas

The Steering Committee plans to use a systematic approach for assessing and evaluating the ideas and solutions brought forward to the group as follows:

1. All issue/ideas submitted will be documented and a spreadsheet maintained to identify primary stakeholder and actions taken on each solution
2. Discuss each idea to ensure it is fully understood, and seek clarification as needed to guide development and/or integration
3. Leverage a template that captures primary criteria to ensure consistency in idea submissions, further fact-finding and additional content to support ideas
4. Discussions will include an assessment of the effort needed to implement an idea, identification of the benefit to stakeholders and potential impact of each solution on the industry and postal service
5. Identify ideas/solutions that are determined as “quick wins” and drive incremental change, rather than wholesale change
6. Assessments will be quantified in a benefit/effort matrix tool based on criteria
7. More complex items may warrant spinning off to MTAC task teams or other groups for resolution

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Current Deliverables

Based on the initial brainstorming session, 62 ideas were submitted and several deliverables have been determined as pertinent to the group moving forward. Based on the initial submission, the Committee members must:

- Develop priority list of ideas based on initial brainstorming submissions
- Gather additional information on specific ideas/solutions assigned to them and provide feedback to overall committee no later than the next meeting in August
 - See *Steering Committee Mail Prep & Entry Idea Log* (attached)
 - Submit additional information using *Mail Prep & Entry Change/Improvement Analysis Template* (attached)
- Continue to submit ideas received from various stakeholders, using the Template for inclusion in the Idea Log
- Further clarify class, shape and/or broader interests they represent based on *Steering Committee Roster* (attached)

Next Meeting

Webinar – TBD. Due to limited availability of members during summer months, will schedule webinar if committee determines necessary before onsite meeting in August.

When: August 14, 2012 from 8:00 a.m. - 12:00 p.m. EST

Where: USPS 475 L'Enfant Plaza Washington DC 20260

Room location provided in advance of meeting

Agenda

- Report out on actions taken since last meeting
- Update from committee members who had “homework”
- Continue evaluation process to begin prioritizing ideas
- Assess new ideas submitted
- Assign subgroups or tasks needed to move forward with committee work
- Address parking lot issues – gather more clarity
 - Should there be consideration of distinction between letters and flats – establish entry guidelines? Costs and logistics?
 - Should there be consideration for realigning products to the business needs of segments/channels?
 - Consider earmarking 20 minutes of every meeting agenda for ideation and innovation – of new products and/or processes?
 - Other?

Attachments: Steering Committee Roster

Steering Committee Mail Prep & Entry Idea Log

Mail Prep & Entry Change/Improvement Analysis Template

June 7 meeting presentation, to include high level mail flows

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Mail Prep and Entry Steering Committee Meeting

June 7, 2012 Meeting Participants

	Name	Association/Company	Class
1	Sharon Harrison (call in)	AT&T Services/MMA	FCM
2	Maura Lyons	Orchard Brands/ACMA	Standard Mail
3	Wendy Smith (call in)	Publishers Clearing House/PSA	Package Services & STD Mail
4	Jack Widener (for John Stark)	Condé Nast/IDEAlliance	Periodicals (and Sm. Publications)
5	Dale Miller	RRD/US Chamber of Commerce	MSP
6	Wanda Senne	World Marketing Inc./NAAD	MSP
7	John Medeiros	DHL Global Mail/PSA	MSP
8	Joe Schick	Quad/Graphics Inc.	MSP
9	Don Landis	Arandell Corp/NAPL	MSP
10	Mury Salls (call in)	DST Mailing Services/MMA	MSP/Presort (FCM)
11	Bob Galaher	NAPM	MSP/Presort (FCM)
12	Rose Flannagan (for Leo Raymond)	Data-Mail Inc/NASML	MSP/Presorters
13	Max Heath (call in)	Landmark Comm./NNA	Newspapers/Periodicals
14	Monte Fosher (for Deb Damore)	Fairrington/Agr. Circ. Assn.	Logistics/MSP
15	Michelle Billmann	ALG Worldwide/IDEAlliance	Logistics/MSP
	Name	Company	Functional Area
1	Krista Finazzo	USPS	Ops Integration & Support
2	Craig Vance	USPS	Ops Integration & Support
3	Dane Coleman	USPS	Ops Integration & Support
4	Frank Neri	USPS	Processing/Network Ops
5	Jewelyn Harrington (call in)	USPS	Processing/Network Ops
6	Bill Chatfield (call in)	USPS	Product Classification
7	Kevin Gunther	USPS	Product Classification
8	Carol Lunkins (for Becky Dobbins)	USPS	Product Classification
9	Tom Foti	USPS	Product - Periodicals & Catalogs
10	Dave Mastervich	USPS	Product - Saturation
11	Karen Key	USPS	Product - Parcels
12	Scott Davis	USPS	Pricing
13	Michelle Yorgey	USPS	Pricing
14	Don Ohara	USPS	Pricing
15	Sean Nixon	USPS	Pricing
16	Garret Hoyt	USPS	Streamlined Mail Acceptance
17	Sharon Owens	USPS	Industry Engagement & Outreach
18	Dale Kennedy	USPS	Business Customer Support & Services
19	Laurie Timmons	USPS	Consumer Advocate & Customer Relations
20	Steve Coopridier	USPS	Continuous Improvement